



METRO REPORT

A publication of the New York Metro Region Operations Unit

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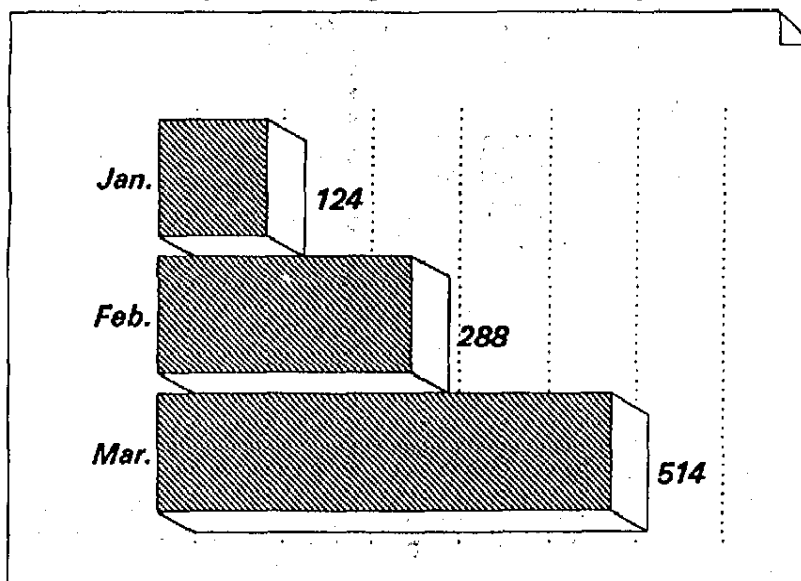
Strong Growth: CAMEL Special Lights



It's a great feeling when you know that "your efforts" are making a difference. The strong growth of CAMEL Special Lights is reflective of your attention to the brand in each and every retail call!

Mark Young

"Camel Special Lights Case Shipments"



*Great opportunities come to those who
make the best of the small ones.*

*...pg. 97, Life Lessons
by Robert C. Savage*

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PERFORMANCE UPDATE

SAM Frank Perez of the Queens Division (1229) spent last week working MONARCH in the New York City sub-jobbers.

Twenty of the city's largest sub-jobbers approved MONARCH Floordisplays resulting in over 34 cases of product now displayed in these important accounts.

Now, this is getting results!!



TRUCKERS STRIKE AFFECTS NEW YORK METRO REGION

Union affiliated truckers began a strike on April 6 as a result of contract disputes with their management.

As a result, our Distribution & Logistics Department is re-routing shipments normally handled by these truckers. Due to volume; however, we are experiencing delivery delays and expect those delays to continue throughout the strike.

LIGHTED SIGN INSTALLATIONS

Last week everyone was sent the new lighted sign installation form to be used until further notices. Stratmar Systems has started installing Y Signs, 1/2 Y Signs and 15x49 Interior Lighted Signs throughout the region. The startup will be slow. If you are in need of additional forms please contact VM ext 78327 immediately. This will be the only form that will be accepted for these lighted sign installations.

NEW GUY
IN TOWN



Floyd Cook

New guy on the block

Congratulations to Floyd Cook of Flint, Michigan on his promotion to Division Manager of the Central Division.

Originally from Ohio, Floyd joined the company in 1985. He has spent the last 5 years as Special Account Manager in the Flint Division and Lansing Chain Division. Floyd will begin his new duties on April 25th. As soon as he finds a new place to "hang his hat," his new bride, Darnella, will join him to start their new life here in New Jersey.

Please keep this in mind when selling fixtures as the delivery time of these fixtures cannot be guaranteed.

Two Divisions change their names

In an effort to streamline communications we have changed the names of two of our divisions. The Queens/Bronx Division # 1229 is now called the Queens Division. In a similar move, the Newark/Central Division # 1230 will now be called simply the Central Division. Nothing else has changed. The new names better reflect the primary geography the divisions encompass.

Headache # N99

Enclosed with this mailing is a list of all calls in your assignment that have an N99 frequency. A regular frequency must be established for these calls no later than April 26th. At that time we will convert all remaining N99's to A4's. *"Forewarned is forearmed."*

F.Y.I.

Home-Insurance Trap

Most US homes—possibly as many as two out of three—are underinsured.

Common problems: Insuring for market value rather than replacement cost...giving incorrect information when taking out the policy—so later coverage upgrades are also based on the wrong information...failing to inform the agent when changes are made...failing to get extra insurance for special hazards associated with home offices.

John Robertson, director of underwriting, property/casualty division, State Farm Insurance, 112 E. Washington St., Bloomington, IL 61701.

HAND-HELD PROBLEMS?

To report handheld problems
call FASTECH

1-800-227-4242

APRIL 1994 Pick Up Codes

	Retail	Wholesale
Full Price	D ₁	B ₁
Savings	B ₁	L ₂

POINT OF SALE POLICIES

(This letter was mailed to all field sales personnel.)

Field Sales deals with point-of-sale, both temporary and permanent, in a number of different categories. As cigarette POS is governed by Federal law, it is important that all Field Sales personnel are aware of company policies regarding development and utilization of POS. These policies must be adhered to in order for us to be in legal compliance with all POS regulations as required by Federal law.

Workplan/Promotional POS:

Only POS which has been developed and produced from RJR Headquarters should be utilized by RJR Field Sales personnel. No POS should be developed in the Field by outside suppliers, printers, or other sources including ready-made POS pieces for use by the RJR Sales Force. This applies to all POS including starbursts.

Co-Marketing POS:

Regarding our Co-Marketing Program, RJR has prepared ten (10) "special offer" POS pieces for retail use in Co-Marketing. These should serve the majority of circumstances. Other POS is also available (contact your DM). We recommend that you always use existing available POS to support these promotions. However, if the retailer elects to utilize POS other than those pieces supplied by RJR, the retailer accepts the responsibility for any legal requirements.

To clarify, under RJR's Co-Marketing

Accrual Program:

RJR will not supply artwork, tar and nicotine numbers, warning statements or other associated materials or advice to retail accounts for the purpose of creating POS advertising/promotion materials.

Chains/retail accounts are responsible for paying any costs relating to their own printed materials, including payments to outside agencies or print shops. Chain/retail-generated POS is the sole discretion and responsibility of the retailer. It is not necessary or appropriate to document via the Retailer Agreement Form.

If any chain or retail account requests special advertising in conjunction with our Co-Marketing Program, you should inform them that we are unable to support any special requests and are not in a position to provide either advice or materials other than our existing POS pieces. Should any questions arise pertaining to Co-Marketing POS, please contact M. L. Buckler, extension #1625.

Opportunistic POS:

These items are of a permanent or semi-permanent nature and are generally for chain and/or market-specific POS opportunities. Requests for opportunistic POS require the approval of the Regional Manager prior to forwarding to Winston-Salem.

If you have any questions contact your DM or the ROU

IT'S A GIRL!!!

Viona gave birth
Andrea Christine
4lbs 12oz

Both are doing well.

NEW SUPPLY REQUEST FORM

Enclosed in this weeks mailing is a *revised* Supply Request Form. Please begin using this form immediately.

Some changes to note:

- New 3" Fonts. You will still receive the old style until inventory is depleted.
- Modular Floor Display. This is a new item and replaces the old unit.
- Repack Cartons are listed with most requested brand styles. If you are in need of another style, please write it in.
- Also included under supplies on the back page are Monarch VPR labels. These labels can now be ordered directly.

If you have any questions or comments please contact the ROU.

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**From the Desk of
Nick Kuruc**

We all know the tangible results that can be achieved when making a successful retail call.....displays sold/placed, POS/PDI in prominent position, dominance, etc. All of these accomplishments certainly are extremely visible, and provide satisfaction in a job well done.

What tangible results can each of you achieve when contacting a chain? You are definitely more restricted in the Pathmark's, Shop Rites, and Quick Cheks in this market. Displays, and PDI must be authorized from headquarters.

Let's take a look at some of the things you can do to make a successful chain call:

① Contact the right person, the decision maker. Sell yourself as the *Cigarette Category Expert*. Always have a business building reason to see that person. Business building not only for RJR but for the store as well.

② Perform a service. Straighten up, and clean up our platforms. This is generally appreciated. It doesn't take very long for our merchandisers to become disorganized, and sometimes *shabby* appearing in these high traffic stores.

③ Communicate. Current or upcoming promotions, low or out

of stocks, new item code numbers, etc.

④ Use good judgment when placing temporary POS. All of our pack and carton merchandisers have adequate advertising areas. Placing additional shelf strips or pasters often acts as an *open invitation* to our competition to do the same. Less is best and often more prominent.

⑤ Finally, re-contact the store or department manager before leaving. Was there anything you missed, or just express a simple thank you for the business.

However simplified the above sounds, it all adds up to a successful, and productive sales call for you and *RJR*!

*A goal is what we want.
Methods are the ways of
getting it. A goal is our heart's
desire. Methods are the
actions, information, things and
behaviors we use to get it*

*Strong lives are
motivated
by dynamic purposes.*

KENNETH HILDEBRAND

To Report an accident call:
1-800-7KEMPER
(1-800-753-6737)

The Stock Market
(at close 3/5/94)

RJR Nabisco: 5 1/4



Savings POS Availability

As a reminder, the Savings POS brochure recently sent to all full-time Sales employees was intended to communicate all currently available POS items. However, please note that some of these items may not be available to the New York Metro Region.

As inventory on some items in the brochure are depleted, they will not be reordered. This is being done to minimize the number of POS items available and complexity to the Sales Representatives.

This does not mean depleted items will not have a replacement. As replacement items are substituted your DM will be informed.

As we transition to new creative looks in 1994, you will be notified and an updated version of this brochure will be distributed. Contact your DM to check on the availability of the new items.

If you have any questions please contact your DM or the ROU.



"Well, according to the dictionary, I'm just a large, flightless bird from East Africa. ... But believe me, Doris — once you get to know me, you'll see I'm much, much more than that."

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